

Communications Team Routine Tasks

From 9/12/2024 meeting notes with Asha C., Lorraine K. and Mamie G. in attendance.

We are trying to build a resilient team that can all handle most of the following cyclical tasks.

Normal Site Posts

This is the most common task we need regular help with. There are always lots of events of interest to our gardeners and we need help making regular site posts.

- Make **Post** entry, use an existing post and copy the layout if you need to;
- Add an **Events** post (use the same copy that was in the regular **Post**) if necessary. Many items to post on the CCGA website are just event posts.

There is a **detailed separate document** created in April of 2024 for Mamie Grey on how to make normal posts on the CCGA website. I worked with Mamie Grey through early 2024 to train her on how to do this task. We will train others on the team to use WordPress.

Note: add doc about how to make posts to doc repository.

Newsletter Support

Help to assemble the quarterly CCGA newsletter. We have a few to-do items to get back to a quarterly schedule:

- get the team familiar with custom template we use for newsletter;
- establish accounts for all MailChimp CCGA communications team users;
- maintain an ongoing story list we can draw from.

Community Garden Map Maintenance

Mainly this involves help maintaining the master list of community gardens. There is an on-going effort to solicit more details from garden leaders to help connect the public to a community garden near them. The most important items we need to know about each garden include:

- garden email address;
- website url;
- Facebook account;
- Instagram account;
- correct garden name and full address

Other details about this task include:

- we use a special mobile app (**AppSheet**) to update the data, JW is the only one with knowledge about how this works, there is some documentation;
- the map needs a modest adjustment to label the pin correctly with the name of the garden;
- we use a free stock Google map solution, we may want to consider using a slightly different software process to make the map easier to maintain and more dynamic.

Note: add doc about how to update the map and use the AppSheet tool to doc repository.

Volunteer Form Support

We need to send an email to those individuals that signed up on the CCGA website and are on the volunteer list. Our current approach is that we just collect names in a spreadsheet from the site. No one is following up with those on the list. There are about 100 individuals that have signed up over the last few years. We need to communicate with those individuals and send a simple email that states:

- you are on the CCGA volunteer list;
- if CCGA has any projects that need volunteers we will send a separate email about each potential volunteer opportunity;
- ask if they want to remain on the volunteer list.

Volunteer Spreadsheet Share link:

https://docs.google.com/spreadsheets/d/1wGUffXTa88lqLkDwg_z-X1QbyTJ4H9RZFYqLe6LA8/edit?usp=sharing

Google Groups Support

This involves adding members to the group manually when requested or responding to an individual request to admit someone to the list/group. There is also a separate document about this process that needs to be added to the communications team's document repository.

The link to the Google group is: <https://groups.google.com/g/ccga-forum?pli=1>

Note: add doc about how to maintain group to doc repository.

Mailing List Support

This involves maintaining the 5 mailing lists that CCGA uses by using the web hosting vendor's (HostGator) site management tool. The 5 mailing lists are:

resources@chicagocommunitygardens.org
education@chicagocommunitygardens.org
advocacy-outreach@chicagocommunitygardens.org
communications@chicagocommunitygardens.org
finance@chicagocommunitygardens.org

Note: add doc about how to update mailing lists to doc repository.

Support for Monthly CCGA Meetings

This task involves support for the CCGA monthly meetings:

- sending reminder the week before the Tuesday meeting;
- sending reminder either day before or day of meeting;
- updating the website with agenda and meeting notes documents.

Note: add reminder email templates to doc repository.

Assemble Team Documentation

To work effectively as a team we need to assemble all the communication team documentation in one place where we can all maintain the documents and access them yet have them stored securely. We should consider a shared google folder using the CCGA Google account.